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fashion calendar

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 25th YEAR

8 EAST 77th STREET / NEW YORK, N. Y. 10021

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING SATURDAY, APRIL 10, 1965</u>			
Thursday April 8 11:30 A.M.	PRESS PREVIEW OF "LOTUS" DESIGNS Preview for the press of new and exclusive "Lotus" designs from a collection in Country and Casual Shop. By invitation. (For Release, Fri., April 9.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2 WEST 58TH STREET GOODMAN PENTHOUSE
Thursday April 8 3:30 P.M.- 5:30 P.M.	FILM-DEMONSTRATION OF NEW SEWING MACHINE "Sew--What Else is New?" Continuous showing of 10-minute film, Auditorium, 3:30-5:00. Cocktail reception and demonstration of new "Touch & Sew" sewing machine, 8th Floor Lounge, 3:40-5:30 P.M. By invitation. Publicity: Isabel Hamilton at J. Walter Thompson, MU. 6-7000.	THE SINGER COMPANY	GALLERY OF MODERN ART 2 COLUMBUS CIRCLE
Thursday April 8 4:00 P.M. Cocktails	NEWEST COLLECTION PHOTOGRAPHED IN SPAIN Preview for press of Peck & Peck's newest collection. By invitation. (For Release, Mon., April 12.) Publicity: Carol Stroll, OR. 3-4700.	PECK & PECK	EL CHICO RESTAURANT 80 GROVE (SHERIDAN SQ.)
Thursday April 8 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF NEW FLOWER SHOP "Nosegay at the Carlyle"--premiere of new shop, featuring fresh as well as pure silk flowers; also plants and special gift items. By invitation. Publicity: Don DeManche, Ballard & Walter Inc., LE. 2-5960.	NOSEGAY	HOTEL CARLYLE 35 EAST 76TH STREET
Thursday April 8 5:30 P.M. Cocktails	PRESS PREVIEW OF JAPANESE PEARLS Lambert Brothers will preview their Japanese pearls. By invitation. Publicity: McGeehan & O'Connor, PL. 9-8150.	LAMBERT BROTHERS	545 MADISON AVENUE GROUND FLOOR
Saturday April 10- April 15	SECOND ANNUAL SNOW SHOW Eighty-five manufacturers and importers will show apparel, footwear, equipment, and accessories for skiing, apres-skiing, and general winter sportswear at SCA's Snow Show. Contact: Doris Taplinger, TR. 4-3030.	SKI COUNCIL OF AMERICA(135 CENT.PK.W.)	SHERATON-ATLANTIC B'WAY & 34TH STREET
Sunday April 11- April 15	SIXTH ANNUAL SKI TRADE SHOW Over 150 member firms will present ski apparel, equipment, footwear, and accessories, including more than 1500 different brand-name products. Registration fee: \$5.00 (except for pre-registered retailers). Contact: Ralph A. des Rochas, executive director, MO. 1-1533.	SKI INDUSTRIES AMERICA (366 MADISON AVENUE)	TRADE SHOW BLDG. & NEW YORKER (9TH FLOOR)
Just Issued	SOCK COLORS FOR SPRING 1966 Spring '66 forecast, featuring fashion shades, coordinated with men's wear. Contact: Anne Mulligan, MU. 5-5881.	THE COLOR ASSOCIATION OF THE U.S., INC.	200 MADISON AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, APRIL 12, 1965</u>			
April 12	PECK & PECK RELEASE--Newest collection. (Preview, April 8--See Pg. 1)		
Cancelled April 12	BLOOMINGDALE'S PREVIEW FOR THE PRESS OF JUNIOR DRESSES, ORIGINALLY SCHEDULED FOR APRIL 12 AT 9:30 HAS BEEN CANCELLED. Contact: PL. 2-1212.		
Beginning Monday April 12	OPENING: FALL COLLECTION Daily informal showings of Fall spectator and active separates and knits. Contact: Marilyn Mazza, AL. 5-5500.	LOOMTOGS, INC.	1407 BROADWAY SHOWROOM - 35TH FLOOR
April 13	BLOOMINGDALE RELEASE--Junior dresses by Fonssagrives and Tiel.(No Show)		
Cancelled April 13	WHITE STAG'S PREVIEW OF FALL SPORTSWEAR AND SKI FASHIONS, ORIGINALLY SCHEDULED FOR APRIL 13 AT 9:00 A.M., HAS BEEN CANCELLED. Contact: BR.9-1972.		
Tuesday April 13 9:30 A.M. Breakfast	PRESS PREVIEW OF BRIDAL FASHIONS Preview for the press of Fall-Winter gowns, designed by George Maurer for Maurer Originals, exclusively for Abraham & Straus. By invitation. (<u>For Release, Thurs., April 15.</u>)	ABRAHAM & STRAUS (BROOKLYN)	MAURER ORIGINALS 491 7TH AVE-2ND FLOOR
Publicity: Jackie Landesman, TR. 5-0195.			
April 14	MACY RELEASE--"Little Boutique Makers." (No Press Show)		
Wednesday April 14 10:30 A.M. Breakfast	INTERNATIONAL SPORTS-WEAR COLLECTION Preview for the press of international sportswear fashions. By invitation. (<u>For Release, Fri., April 16.</u>)	GIMBELS	3RD FLOOR SPECIALTY CORNER
Publicity: Margot Infantino, LO. 4-3300.			
Wednesday April 14 11:30 A.M.	"INNER CIRCLE" SUMMER FASHIONS "Twilight On"--press preview of Summer collection, designed for at-home and terrace, after sunset. By invitation. (<u>For Release, Mon., April 19.</u>)	B. ALTMAN & COMPANY	9TH FLOOR CONFERENCE ROOM
Publicity: Kay Robinson, OR. 9-7800.			
Wednesday April 14 12:30 P.M. Luncheon	CHILDREN'S FASHIONS AT LUNCHEON SHOW "The Wonderful World of Suzy Brooks"--Children's fashions for Fall. Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations (\$4.50): CI.6-9171.	SUZY BROOKS	BARBETTA RESTAURANT 321 WEST 46TH STREET
April 15	ABRAHAM & STRAUS RELEASE--Maurer bridal gowns. (Preview April 12--See Above)		
April 16	GOOD FRIDAY		
April 16	GIMBELS RELEASE--International sportswear. (Preview, April 14--See Above)		
April 16	PASSOVER BEGINS AT SUNDOWN (First day, Sat., April 17.)		
April 19	ALTMAN RELEASE "Twilight On" fashions. (Preview, April 14--See Above)		
April 21	BLOOMINGDALE RELEASE--"Sixties East"--Misses Summer fashions. (No Show)		
Beginning Monday April 19	ADVANCE FALL: CAPSULE COLLECTION Nat Kaplan's advance Fall capsule collection at continuous showings. By appointment. Contact: Miss Fritzi, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

DATEWHAT'S GOING ONGIVEN BYWHEREEASTER SUNDAY ACTIVITIES IN NEW YORK CITY

Sunday April 18 11:00 A.M. Brunch	PRESENTATION OF FASHIONS AT BRUNCH Hats--Cesar Rubio. Fashions--Terry Allen, Baitech & Castaldi, Helena Barbieri designs for Modern Couture, Countess Alexander, Wilson Folmar, Gothe, Pattullo-Jo Copeland, Maurice Rentner, Swiss Fabric and Embroidery Center. Children's dresses--Cinderella. Perfumes and makeup by Robert Piguet. Show at 12:45. Brunch: \$8.75 or a la carte; contact: EL. 5-3000, Ext. 318. Fashion Show Director and Commentator: Mia Grau, PL. 5-1127.	LEADING DESIGNERS	WALDORF-ASTORIA PEACOCK RESTAURANT
Sunday April 18 12:00 Noon- 4:30 P.M.	FASHIONS-MILLINERY AT EASTER BRUNCH Presentation of hats by Sally Victor and fashions by Jonai. Show at 1:30. Commentator: Miss Helen Hayes. Price: \$6.50. Reservations: HA. 1-0900.	SALLY VICTOR; JONAI GOWNS	SHEPHEARD'S HOTEL DRAKE (PK. & 56TH)
Sunday April 18 12:30 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON Hats--John Frederics. Fashions--Terry Allen, Helena Barbieri designs for Modern Couture, Countess Alexander, Gothe, Janine Kahan, Nat Kaplan, Pattullo-Jo Copeland, Maurice Rentner, Swiss Fabric and Embroidery Center. Children's dresses--Cinderella. Furs--Christie Creations. Perfumes and makeup by Robert Piguet. Show at 1:45. Luncheon: (from \$8.75) contact: EL. 5-3000, Ext. 318. Fashion Show Director and Commentator: Mia Grau, PL. 5-1127.	LEADING DESIGNERS	WALDORF-ASTORIA EMPIRE ROOM
Sunday April 18 12:45 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON Mr. John's "Brilliant Toulouse-Lautrec Collection," for Spring and Summer, including couture hats, dresses, suits, furs, jewels, and accessories. Show at 1:45. Commentator: Mr. John. Reservations: \$10.00; contact: "Banquet Dept.," PL. 9-3000. Mr. John Publicity: Joseph Mann, PL. 7-1966. Producer: Mary Alice Rice, PL. 2-5726.	MR. JOHN	HOTEL PLAZA TERRACE ROOM
Sunday April 18 1:00 P.M. Luncheon	SPRING-SUMMER FASHIONS AT EASTER LUNCHEON "From Head To Toe"--showing of Spring and Summer fashions. Commentator: Oleg Cassini. Reservations: \$12.50. Contact: PL. 3-4500, Ext. 123.	OLEG CASSINI YOUNG AMERICA	ST. REGIS HOTEL ROOF
Sunday April 18 1:00 P.M. Dinner	FASHION SHOW AT EASTER DINNER Fashions for Spring and Summer by Junior Sophisticates. Children's fashions--Joseph Love. Furs--Donald Brooks designs for Coopchik-Forrest. Hats--Emme. Gloves--Kislav. Shoes--I. Miller. Jewelry--Kenneth Lane. Show at 2:00. Reservations: \$10.00; contact: "Venice," EL. 5-2500. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.	JUNIOR SOPHISTICATES	DELMONICO'S BALLROOM
Sunday April 18 1:15 P.M. Luncheon	FASHIONS AT EASTER BENEFIT LUNCHEON Mr. John's "Brilliant Toulouse-Lautrec Collection," for Spring and Summer, including couture hats, dresses, suits, furs, jewels, and accessories. Show at 2:30 for benefit of The Easter Seal Society. Commentator: Mr. John. Reservations: \$17.50 (including one drink and gratuities; by advance payment only)--contact: SP. 7-1120. Mr. John Publicity: Joseph Mann, PL. 7-1966. Producer: Mary Alice Rice, PL. 2-5726.	MR. JOHN	HOTEL PLAZA PERSIAN ROOM

(continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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EASTER SUNDAY ACTIVITIES (continued from Page 3)

Sunday April 18 1:00 P.M. Luncheon	EASTER FASHION SHOW AT LUNCHEON Showing of fashions by Scaasi for benefit of Yoder Scholarship Fund. Sheraton-East press contact: Audrey Wertheim. Price: \$12.50 (adults); \$7.50 (children). Reservations, contact: Miss Fitzgerald, Banquet Office, PL. 5-1000.	SCAASI (26 EAST 56TH STREET)	SHERATON-EAST HOTEL BALLROOM
Monday April 19 9:30 A.M. Breakfast	PRESS PREVIEW: COUNTRY PLACE FASHIONS Preview for the press of Bonwit Teller's collection of Country Place fashions. By invitation. (For Release, Tues., April 20.) Publicity: Carolyn Saks, EL. 5-6800.	BONWIT TELLER	4TH FLOOR
Monday April 19 2:30 P.M.	ADVANCE FALL CAPSULE COLLECTION Helena Barbieri's advance Fall capsule collection of cocktail and evening fashions. By reservation. Daily informal showings thereafter. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Monday April 19 6:00 P.M.- 8:00 P.M.	PREVIEW: JAPAN FABRICS EXHIBIT Japan Trade Center will present Japanese fabrics at a cocktail reception. By invitation. Contact: LE. 2-7191.	JAPAN TRADE CENTER	393 FIFTH AVENUE
Beginning Monday April 19	ADVANCE FALL COAT & SUIT COLLECTION Advance coat and suit collection for Fall. Contact: LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Monday April 19	CAPSULE COLLECTION FOR ADVANCE FALL Daytime, cocktail, and evening fashions at daily informal showings. By appointment. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday April 19	ADVANCE FALL COLLECTION Continuous daily showings of advance Fall collection, designed by Dorothy Farbo. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday April 19	CAPSULE COLLECTION FOR ADVANCE FALL Capsule collection for advance Fall at continuous daily showings. Contact: WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Beginning Monday April 19	CAPSULE COLLECTION FOR ADVANCE FALL Daily informal showings of capsule collection. Contact: WI. 7-0152.	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Beginning Monday April 19	ADVANCE FALL CAPSULE COLLECTION Daily informal showings of advance Fall capsule collection, designed by Ole Borden. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday April 19	CAPSULE COLLECTION FOR ADVANCE FALL Cocktail and evening fashions at daily informal showings. Contact: Sylvia Greer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Monday April 19	OPENING OF FALL COLLECTION Daily informal showings of daytime and evening fashions by Cisa of Italy. Contact: BR. 9-3904. Publicity: Eleanor Iacuzzi, GE. 4-1184.	CISA OF ITALY (IMPORTS INT'L, INC.)	1410 BROADWAY SHOWROOM - 25TH FLOOR
Beginning Monday April 19	CAPSULE COLLECTION FOR ADVANCE FALL Daily informal showings of advance Fall collection. Contact: WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday April 19	ADVANCE FALL CAPSULE COLLECTION Informal showings. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday April 19	CAPSULE COLLECTION FOR ADVANCE FALL Informal daily showings. Publicity: Betty Yarmon, TR. 9-7112 or 10.4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday April 20 10:00 A.M. Breakfast	PRESS PREVIEW: NEW "CORDLESS CORNER" SHOP Preview for the press of new shop, featuring battery-operated appliances and houseware items, in cooperation with Union Carbide. By invitation. (For Release, Wed., April 21.) Publicity: Diane Wallace, TR. 5-7200, Ext. 661.	ABRAHAM & STRAUS	4TH FLOOR GARDEN RESTAURANT
Tuesday April 20 10:00 A.M.	ADVANCE FALL CAPSULE COLLECTION Showings April 20 and 22 at 10:00. By reservation. Contact: LA. 4-7626. Publicity: Eleanor Lambert, MU. 8-2130.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday April 20 10:30 A.M.; 2:30 P.M.	ADVANCE FALL CAPSULE COLLECTION Advance Fall collection, designed by Shannon Rodgers for Jerry Silverman, at 10:30 and 2:30. By reservation only. Continuous thereafter, by appointment. Contact: Jean Dionne, CH. 4-7522 or CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday April 20 10:30 A.M.	ADVANCE FALL CAPSULE COLLECTION Also, April 23, 27, 29 at 10:30. By reservation. Contact: LO. 3-5650.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday April 20 11:30 A.M.	PREVIEW: ADVANCE FALL COATS AND SUITS Capsule collection of pre-Fall coats, suits, and ensembles. By invitation. Continuous daily thereafter. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday April 20 12:00 Noon	ADVANCE FALL CAPSULE COLLECTION Advance Fall capsule collection, designed by Don Breitinger. By reser- vation. Continuous thereafter, by appointment. Contact: LA. 4-0237.	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday April 20 1:00 P.M.	CAPSULE COLLECTION: ADVANCE FALL By appointment. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 20 1:00 P.M.	OPENING: EARLY FALL COLLECTION Mr. Mort's early Fall collection, designed by Stanley Herman. By invitation. Continuous thereafter. Contact: Jean Urban, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday April 20 1:15 P.M.	CAPSULE COLLECTION FOR ADVANCE FALL Capsule collection for advance Fall, by reservation. Daily thereafter, by appointment. Contact: Mr. Revell, LO. 5-4163.	YOUNG AMERICA BY CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday April 20 2:15 P.M.	ADVANCE FALL: CAPSULE COLLECTION Paul Parnes' advance Fall capsule collection, designed by Ferdinand Bosc. By appointment. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday April 20 4:00 P.M.	CAPSULE COLLECTION FOR ADVANCE FALL Malcolm Starr will present his advance Fall capsule collection, designed by Elinor Simmons and Gabrielle Andree, April 20, 22, 28 at 4:00 P.M. By reservation. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Tuesday April 20	ADVANCE FALL CAPSULE COLLECTION Daily showings of advance Fall capsule collection. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR By appointment.
Beginning Tuesday April 20	ADVANCE FALL CAPSULE COLLECTION Jack Sarnoff's advance showing of fur-lined and tweed coats, designed by Molly. By appointment at continuous showings. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Beginning Tuesday April 20	ADVANCE FALL CAPSULE COLLECTION Daily informal showings of advance Fall collection. Contact: WI. 7-5335.	MADMOISELLE ARLETTE	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Tuesday April 20	IMPORTED FALL READY-TO-WEAR Fall collection of dresses beginning April 20; suits and coats beginning May 3. By appointment. Contact: PL. 3-4464 or PL. 3-3500.	WALLIS OF LONDON	VIRGINIA KREMENTZ 42 W. 58TH ST., RM. 203
Beginning Tuesday April 20	OPENING: TRANS-SEASON JUNIOR COLLECTION Junior trans-season cotton dresses; also back-to-school wool sportswear, at daily informal showings. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Wednesday April 21 11:30 A.M.	CAPSULE COLLECTION FOR ADVANCE FALL Designed by David Kidd for Arthur Jablow. Also April 22, 27, 28 at 11:30. Contact: Virginia Yost, LA. 4-3404. Publicity: Eleanor Lambert, MU. 8-2130.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday April 21 12:00 Noon	ADVANCE FALL CAPSULE COLLECTION Mollie Parnis' advance Fall capsule collection. By reservation. Contact: BR. 9-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 21 12:30 P.M. Luncheon	RAINWEAR FASHIONS AT LUNCHEON "Rainwear Along a Misty Harbor"--showing rainwear fashions. Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations (\$4.50): CI. 6-9171.	MISTY HARBOR	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday April 21 2:30 P.M.	ADVANCE FALL CAPSULE COLLECTION Showing of advance Fall capsule collection. Also, Tuesday, April 27 at 2:30 P.M. By reservation. Contact: CH. 4-1872.	LARRY ALDRICH ASSOC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday April 21 4:00 P.M.	ADVANCE FALL: CAPSULE COLLECTION Capsule collection for advance Fall. By reservation. Contact: WI. 7-8235.	DONALD BROOKS, INC.	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday April 21 5:00 P.M.	PREVIEW: SPORTSWEAR BY GIANNI BALDINI Reception for Signor Gianni Baldini, artist and designer, who will be guest of honor at the presentation of his Summer sportswear collection. For press and specially-invited guests. (For Release, Fri., April 23.) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & COMPANY	HOTEL REGENCY BALLROOM
Beginning Wednesday April 21	CAPSULE COLLECTION FOR ADVANCE FALL Daily informal showings of couture coordinates, two-piece dresses, and three-piece suits, designed by Ben Rodia. Contact: Helen Rubin, LO. 4-1390.	MAGDA COUTURE COORDINATES, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Wednesday April 21	ADVANCE FALL CAPSULE COLLECTION Continuous daily showings of advance Fall capsule collection. By reser- vation. Contact: Roy Solomon, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Wednesday April 21	RE-OPENING OF NEW YORK WORLD'S FAIR. Publicity: Joyce Martin, William J. Donoghue Corp. WF. 4-6543.		
Thursday April 22 9:00 A.M. Breakfast	PREVIEW OF EARLY FALL COLLECTION Preview by invitation. Thereafter in private suite, by appointment. Contact: Mary Jean Rainnie, TR. 7-7581.	GEORGIA BULLOCK	HOTEL PLAZA CRYSTAL ROOM
Thursday April 22 10:30 A.M.	CAPSULE COLLECTION FOR ADVANCE FALL Wilson Folmar's capsule collection for advance Fall. By reservation. Contact: LA. 4-5923.	WILSON FOLMAR, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday April 22 12:00 Noon	ADVANCE FALL CAPSULE COLLECTION Advance Fall capsule collection, designed by Dominic, April 22 and 27 at 12:00 Noon. By reservation. Contact: Mr. Englander, BR. 9-1195.	MATTY TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday April 22 12:30 P.M. Luncheon	SPRING-SUMMER FASHIONS DURING LUNCHEON Showing of Spring-Summer fashions by Pattullo-Jo Copeland, available at Bonwit Teller. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Fashion Show Coordinator and Commen- tator: Mary Alice Rice, PL. 2-5726.	PATTULLO-JO COPELAND (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 22 1:15 P.M.	ADVANCE FALL CAPSULE COLLECTION Advance Fall capsule collection of dresses, costumes, gowns, designed by Miss Gina. By reservation. Informal daily thereafter. Contact: Larry Farragut, LO. 5-2727. Publicity: Margaret Hodge, LT. 1-3260.	GOTHE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday April 22 2:30 P.M.	CAPSULE COLLECTION FOR ADVANCE FALL Showings at 2:30, April 22, 27, 29. By reservation. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Thursday April 22 2:30 P.M.	PREVIEW OF FALL COLLECTION Preview of coordinated separates for Fall, designed by Jeanne Essig. For press and buying offices, by invitation. Continuous daily thereafter. Contact: Viola Beecher, IO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
Thursday April 22 2:30 P.M.	ADVANCE FALL CAPSULE COLLECTION Showings April 22 and 27 at 2:30. By reservation. Contact: Estelle Marr, IO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday April 22 4:00 P.M. Cocktails	PRESS PREVIEW: FUR- LINED COATS & SUITS Preview of Fall-Winter fur-lined coats, suits, and rainwear, designed by Betti Belmont. Press preview by invitation. From May 4 daily at 9:30, 11:00, and 3:30 at showroom, 9th floor. By appointment. Contact: LO. 5-4632.	STYLE TRENDS, INC. (512 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Beginning Thursday April 22	CAPSULE COLLECTION FOR ADVANCE FALL Daily informal showings of advance capsule collection for Fall, made in America, designed by Lewis Clausen. Contact: OX. 5-5730.	ABBOTT EAST	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Thursday April 22	CAPSULE COLLECTION FOR ADVANCE FALL Daily informal showings of Young Elegante's advance Fall capsule collection. Contact: CH. 4-1872.	YOUNG ELEGANTE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Beginning Thursday April 22	ADVANCE FALL CAPSULE COLLECTION Daily informal showings April 22, 23, 26. (<u>Note Change of Dates.</u>) Contact: IW. 4-0454.	GEOFFREY BEENE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
April 23	ALTMAN RELEASE--Gianni Baldini fashions. (Preview April 21--See Pg. 7)		
April 26	MACY RELEASE DATE--California fashions. (No Press Show)		
Monday April 26 5:00 P.M. Cocktails	"GREAT AMERICAN" KNITS FOR FALL 1965 Showing of Fall knit fashions in Du Pont fibers. By invitation. Contact: Trade--Joy Diamond, 971-4326; Press--June Haims, 971-4658.	DU PONT COMPANY TEXTILE FIBERS	HOTEL ASTOR BALLROOM
Beginning Monday April 26	CAPSULE COLLECTION FOR ADVANCE FALL Daily informal showings of advance Fall capsule collection, designed by Bill Blass. (<u>Note Change of Date.</u>) By appointment. Contact: Eleanor Stoner, IA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday April 26	ADVANCE FALL CAPSULE COLLECTION Advance Fall capsule collection, designed by Bob Bugnand, April 26, 27, 28. By appointment. Contact: Sylvan Fox or Miss Joy, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday April 27 9:30 A.M. Breakfast	ADVANCE FALL SPORTS- WEAR COLLECTION Preview of advance Fall collection of active and spectator sportswear at "Ein Zweites Fruehstueck" (second breakfast, Munich style). For press and buyers, by invitation. Thereafter by appointment through April 30. Contact: Rea Lubar, EN. 2-3510.	QUEISSER OF MUNICH	HOTEL PLAZA STATE SUITE
Tuesday April 27 10:30 A.M.	SPECIAL SHOWING: "PILOT" COLLECTION Special showing of "Pilot" collection of wools and double-knits for Fall. By reservation. Premiere: complete Fall collection--May 11, 25, June 1, 8, 15, 22 at 10:30. Contact: Phyllis Rosenberg, LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday April 27 4:00 P.M. Cocktails	SECOND AMERICAN DESIGNER FASHION SHOW Featuring America's leading designers of ready-to-wear for women and children. <u>Show promptly at 4:30.</u> For press and buyers, by invitation only. (Showing May 6 in Los Angeles.) Publicity: Helen Boyd, LO. 4-2900.	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
Tuesday April 27 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW: NEW BEAUTY SALON Aurelien Lintermans of Paris, New York, Brussels, Beverly Hills, and The Riviera will invite the beauty editors to preview his new salon and hair- styles. By invitation. Publicity: Eve Siegel Associates, 35 West 53rd Street, MU. 8-4598.	AURELIEN LINTERMANS	19 EAST 62ND STREET SALON
Beginning Tuesday April 27	MID-SEASON SPORTS- WEAR COLLECTION Daily informal showings of mid-season dresses and sportswear, designed by Sylvia de Gay. Publicity: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday April 28 4:00 P.M. Aperitif	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS Designs by students at their sixty-fifth annual fashionsshow. <u>Show at 4:30 P.M.</u> By invitation. Contact: Mrs. Harris, MA. 2-2200, Ext. 384.	PRATT INSTITUTE (BROOKLYN)	HOTEL ROOSEVELT TERRACE ROOM
April 29	OHRBACH'S RELEASE DATE--Swimwear fashions. (No Press Show)		
Thursday April 29 12:30 P.M. Luncheon	KNITWEAR AND SWIMWEAR: ANNUAL CONVENTION "All American Knit and Swimwear Panorama"--fashions with fibers and yarns by: Allied Chemical; American Cyanamid; Joseph Bancroft & Sons; Celanese Corp. of America; Chemstrand; Dow Chemical; Durene Assoc. of America; Du Pont; Eastman Chemical Products; Herdman's Linen Yarns; Heberlein Patent Corp.(Helanca); Hercules Powder Co.; The Wool Bureau. Knitted outerwear buyers and press, by invitation. Tickets: \$7.50. Producer and Commen- tator: Mia Grau, PL. 5-1127. Contact: Edward Brandwein, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASS'N	WALDORF-ASTORIA BALLROOM
April 30	MACY RELEASE DATE--Homefurnishings from California. (No Press Show)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 29 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON Spring-Summer fashions, designed by Elinor Simmons for Malcolm Starr, available at Miss Bergdorf. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Fashion Show Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	MALCOLM STARR, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA BALLROOM
Thursday April 29 2:30 P.M.	PREVIEW OF FALL COLLECTION Haymaker will preview their Fall collection. For press and buyers, by invitation. Continuous thereafter. Contact: Bob Bodzin, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday April 29 2:30 P.M.; 8:30 P.M.	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS Awards will be presented to students at evening show by designer critics: James Galanos, Norman Norell, Donald Brooks, John Moore, Geoffrey Beene, Helen Lee, Jacques Tiffeau, David Kidd, Mona Roset, Don Simonelli, Anthony L. Muto. Prices: \$3.00 (afternoon); \$6.00 (evening, reserved), available after April 12. Contact: Ted Kritsidimas, PL. 9-2214.	PARSONS SCHOOL OF DESIGN	ESSEX HOUSE(160 C.P.S.) COLONNADES BALLROOM
Friday April 30 9:30 A.M. Breakfast	PRESS PREVIEW OF RIVIERA SPORTSWEAR Preview for the press of Italian and French imported sportswear. By invitation. (For Release, Mon., May 3.) Publicity: Louise Langdon, PL. 2-1212.	BLOOMINGDALE'S	3RD FLOOR
Beginning Sunday May 2	FALL OPENINGS IN CALIFORNIA May 2: 1:30 P.M. Mike Anthony; 2:30 P.M. Lee Herman; 4:30 P.M. Michael Novarese; 6:00 P.M. Travilla. May 3: 8:30 A.M. Stanley Nelson; 10:00 A.M. Elis Porter; 1:30 P.M. Travilla; 3:00 P.M. Helen Rose; 4:30 P.M. Georgia Bullock. By appointment: Adele of California; Charles Cooper; Couture West; Wayne Fuller; Michaelson, Inc.; M. Nadler; Oscar of Beverly Hills. May 4: 8:30 A.M. Peggy Hunt. Contact: Barbara Trister, 819 Santee St., L.A., MADison 2-3654.	LOS ANGELES FASHION GUILD	LOS ANGELES CALIFORNIA
Monday May 3 9:00 A.M.- 5:45 P.M.	ANNUAL BRIDAL BUSINESS FORUM "Working Towards The Golden Weir"--bridal forum for retail executives. Program includes: Scope and growth of bridal market; 20 panel speakers, including 8 brides of the year, reporting on their shopping experiences; new bridal research data; bridal services today and in the future. (Luncheon at Gotham, 12:45 to 2:15 P.M.) Publishers cocktail party, Sheraton-East, 6:30 P.M. to 8:00 P.M. For prices and further information contact: Mrs. Alexandra Potts, OR. 9-7200.	MODERN BRIDE MAGAZINE (1 PARK AVENUE)	LAB. INST. MERCH'G 12 EAST 53RD STREET
Sunday May 2 6:00 P.M. Cocktails	FALL FASHIONS IN LOS ANGELES Helga will preview their Fall collection. Dinner at 6:30. By invitation. Contact: Walter Oppenheimer, MADison 7-0806(L.A.); LE. 2-2070(N.Y.).	HEIGA (722 SO. LOS ANGELES ST.)	BEVERLY HILLS HOTEL LOS ANGELES, CAL.
Monday May 3 12:30 P.M. Luncheon	PRESS PREVIEW OF SPORTSWEAR FASHIONS "Tahitian Feast"--preview for the press of Summer sportswear by Peck & Peck. Show at 1:15. By invitation. (For Release, Tues., May 4.) Publicity: Carol Stroll, OR. 3-4700.	PECK & PECK	LUAU 400 400 EAST 57TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 3 6:00 P.M.	FALL FASHIONS IN LOS ANGELES Bud Kilpatrick will present his Fall fashions. By invitation. Contact: Eph Feinberg, 213-BR. 2-1178(L.A.).	BUD KILPATRICK	2139 STONER AVENUE WEST LOS ANGELES, CAL.
Tuesday May 4 4:00 P.M. Cocktails	PRESS PREVIEW "SOFT LIGHTS" COLLECTION Preview of Formfit-Rogers foundations and lingerie, introducing robes and loungewear; Little Miss Rogers lingerie; Rutledge pajamas. By invitation. Publicity: Susan Smalls, MU. 2-1333.	FORMFIT-ROGERS	530 FIFTH AVENUE SHOWROOM - 15TH FLOOR
Thursday May 6 10:00 A.M.	SPORTSWEAR FASHIONS BY BONNIE CASHIN "Americana Sportswear"--fashions in leather, tweed, jersey, canvas, designed by Bonnie Cashin for Sills & Company. By invitation. Daily thereafter, by appointment. Publicity: J. Wilfrid Gagen or Sue Komings at Fashion Bureau, 128 East 37th Street, OR. 9-6996.	SILLS & COMPANY	48 WEST 37TH STREET SHOWROOM - 20TH FLOOR
Thursday May 6 12:30 P.M. Luncheon	DANISH LUNCHEON: FUR FASHION SHOW During her first visit to the United States, Her Royal Highness, Princess Benedikte of Denmark, will be guest of honor at the Birger Christensen fur collection of Saga Mink, flown here from Copenhagen especially for this showing. Master of ceremonies: Victor Borge. Price \$30.00, benefit American Cancer Society (Children's Fund). By invitation only. Publicity: Vivienne P. Fox, PL. 1-4477.	CONSUL GENERAL OF DENMARK	HOTEL PLAZA BALLROOM
Wednesday May 12 4:00 P.M. Cocktails	THIRTEENTH ANNUAL COTTON FASHION AWARD "Blue Ribbon Cottons"--featuring fashions by this year's and past winners of awards. Cotton award to Geoffrey Beene. <u>Show at 4:30 P.M.</u> By invita- tion. Publicity: Eleanor Lambert, MU. 8-2130.	NATIONAL COTTON COUNCIL OF AMERICA	HOTEL DELMONICO BALLROOM
Thursday May 13 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON Showing of Summer fashions, designed by Shannon Rodgers for Jerry Silver- man, available at Miss Bergdorf. Press by invitation. Public by reserva- tion: \$4.75; contact: "Banquet Dept.," PL. 3-9000. Fashion Show Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	JERRY SILVERMAN (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Friday May 14 12:00 Noon	CHILDREN'S DIVISION: LUNCHEON MEETING More details and prices in a later issue. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Monday May 17 12:00 Noon Cocktails	PREVIEW OF LINGERIE AND LOUNGEWEAR Preview of Fall lingerie and loungewear fashions. <u>Luncheon at 12:30.</u> <u>Show at 1:15.</u> By invitation. Market Weeks: June 7 and June 14 at 10:30 and 2:30. Publicity: Rosemarie Fay, MU. 3-7020.	KAYSER-ROTH LINGERIE (425 FIFTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
Tuesday May 18 8:30 A.M. Breakfast	SUBTEEN FASHIONS & MERCHANDISING CLINIC Eleventh annual back-to-school subteen fashion and merchandising clinic. Complete presentation of publicity campaigns and subteen style show fore- cast. <u>Admission by ticket only for trade, press, and merchandisers.</u> Contact: Pat Di Sernia, Fashion and Merchandising Director, The American Girl Magazine, PL. 1-6900.	AMERICAN GIRL MAGAZINE	STATLER-HILTON HOTEL BALLROOM

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